

# RESTAURANT & ENTERTAINMENT INDUSTRY



Restaurants and Entertainment companies, including franchisors and franchisees, count on Whitley Penn for dependable and responsive audit, tax and consulting services. Our professionals know the restaurant and entertainment sector thoroughly, and have hands-on experience with solutions to the everyday challenges our clients face.

Many mid-market restaurant and entertainment businesses have outgrown their audit and tax service providers. Others have service providers that are simply not the proactive business advisors their companies need. Whitley Penn is different. Our partners are actively involved in every audit and tax assignment. We understand your goals, and provide a level of service to meet the needs of a demanding industry.

## From the Ground Up

Whitley Penn has the people and experience to guide your business from start-up to achieving your biggest aspiration, whether that includes the operation of a few local units, or multi-state expansion across the nation or even internationally. Whitley Penn currently advises more than 35 publicly held clients operating around the globe with complex audit and filing requirements. We serve mid-market and emerging growth companies throughout Texas and the United States.

We understand the high pressure market demands that restaurant and entertainment companies face, and know there isn't time to wait for questions to be answered at a bureaucratic firm. At Whitley Penn, the answers are a simple phone call or a face-to-face conversation away.

## Audit Services

Our auditors are not just auditors, but advisors. We are well-versed in U.S. and Canadian Generally Accepted Accounting Principles (GAAP) as well as IFRS, and we guide our restaurant and entertainment clients through the intricacies of both. As franchising becomes more global, our experience with International Financial Reporting Standards (IFRS) is important – we advise several Latin American based businesses and franchisors with operations in the U.S. We also provide transaction due diligence for proposed acquisition, disposition or franchise opportunities.



## Tax Services

Taxes are a crucial consideration for any business. From federal and state income taxes, to sales and use, employment and property taxes, Whitley Penn guides restaurant and entertainment companies through the labyrinth of regulations to analyze and minimize the impact of taxes on their businesses. We ensure our clients are taking advantage of tax benefits available under constantly changing tax laws, and help them structure or restructure to reduce tax exposure relating to nexus, apportionment, unitary reporting and local sales and transfer taxes.

Whitley Penn has consistently been named among the top 25 firms in the country by *INSIDE Public Accounting*. We believe our success has been accomplished by focusing on the quality of our services and developing a quality team of professionals. Our culture of growth has allowed us to minimize professional staff turnover, which allows us to fulfill our commitment to staff continuity to our clients.